



**REACT—AND MAKE
A DIFFERENCE!**

reACT! Against Corporate Tobacco is a teen movement which encourages teens to educate their peers about the truth and facts of the tobacco industry. It's education, motivation and empowerment for Montana teens who choose to fight against Corporate Tobacco's deceptive tactics.

reACT recognizes the power of teens' determination, influence and ability to effect change. *reACT* focuses that power towards media literacy, peer education and grassroots advocacy to motivate all Montana teens to fight back against Corporate Tobacco.

The movement is funded and staffed by the Montana Tobacco Use Prevention Program.

reACT joins statewide youth empowerment movements across the country in taking a stand and speaking out about tobacco's deceptive tactics.

Visit www.reACTmt.com to learn more about who we are and what we do. Then find out how to take action in your local community.

We can *reACT* and make a difference. We can save lives in Montana.

reACT! and check us out on the Web at:


WWW.REACTMT.COM



REACT
against
corporate
tobacco

Montana's Youth
Empowerment
Movement

**SPEAKING
OUT FOR
CHANGE**



For more information about
reACT! Against Corporate Tobacco
or to sign up, contact:

P.O. Box 202951
Helena, MT 59620
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Email: mtreact@mt.gov



HOW DO WE REACT?

Through education, activism, art, branding and media, *reACT* empowers teens and promotes positive change in Montana. *reACT* members learn how to organize and implement events and activities, as well as develop leadership and public speaking skills while being a part of a powerful and important cause.

WHY SHOULD YOU JOIN REACT?

- You can be part of a powerful team, make new friends and have fun!
- You can be part of a group that wants to make a difference.
- You can earn community service hours.
- You can enhance your resumé and college applications.
- You can pass along a very important message to Big Tobacco—stop marketing deadly products to teens!

HOW DO YOU REACT TO THIS?

Tobacco Industry Quotes

- “Cherry Skoal is for someone who likes the taste of candy, if you know what I mean.”
U.S. Smokeless Tobacco Representative
- “...if our company is to survive and prosper over the long term, we must get our share of the youth market...this will require new brands tailored to the youth market.”
R.J. Reynolds, Tobacco Representative.

Tobacco Facts

- Tobacco kills more Americans than suicide, auto accidents, homicide, AIDS, drugs and fires combined.
- Tobacco companies spend \$48.1 million per year on marketing and advertising in Montana alone.
- Over 440,000 tobacco company customers die each year – 1,500 in Montana. Youth are targeted as ‘replacement smokers.’
- The three most popular brands of cigarettes among teenagers are also the three most heavily advertised.

For more tobacco facts, check out:

WWW.REACTMT.COM

